

Message Text

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PAGE 01 STATE 123971
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

DRAFTED BY COM/OIM/228/JLPRIAMOU/BJP
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COM/OIM/228/DTRAFTON
COM/OIM/222/CJBARRETT
OM/OIM/CGENDROU
STATE/EB/OCA/SHARRIS
EUR/RPE/RLAMANTIA

-----113248 161705Z /42

R 161443Z MAY 78
FM SECSTATE WASHDC
TO AMCONSUL MILAN
INFO AMEMBASSY ROME

UNCLAS STATE 123971

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: FY 1980 PROMOTION EVENT SCHEDULE

REF: MILAN 272

1. FOLLOWING IS PLANNED FY 1980 COMMERCE PROMOTION EVENT SCHEDULE PROVIDED FOR POST'S REVIEW AND COMMENT. SCHEDULE HAS BEEN DEVELOPED ON BASIS OF ANALYSIS OF MARKETING FACTORS INCLUDING PRIOR POST INPUT AND RECOMMENDATIONS AND IS CONFLICT-FREE, INSOFAR AS WE ARE AWARE POST REQUESTED TO UNDERTAKE REVIEW THIS SCHEDULE AND TO CABLE ITS OBSERVATIONS TO REACH WASHINGTON BY MAY 31, 1978.

2. A) IMC OFFSITE: EMO, MACHINE TOOLS, MILAN, OCTOBER 3-7, 1979

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B) IMC OFFSITE: SONIMAG, ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT, ELECTRONIC COMPONENTS AND COMMUNICATIONS, BARCELONA, OCT. 1979
C) IMC OFFSITE: MEDICINE '79, MEDICAL EQUIPMENT, STOCKHOLM NOV. 1979
D) IMC ONSITE: ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT, MILAN, JANUARY 1980

E) IMC ONSITE: BIO-MEDICAL EQUIPMENT, MILAN, MARCH 1980

F) IMC ONSITE: EDP '80, COMPUTERS AND RELATED EQUIPMENT,
MILAN, MAY, 1980

G) IMC OFFSITE: BI-AM, MACHINE TOOLS, ZAGREB, JUNE, 1980

H) IMC ONSITE: COMMUNICATIONS EQUIPMENT, MILAN, SEPT.
1980

3. IMC SHOULD SOLICIT OPINIONS ON THE VIABILITY OF EACH
MAJOR SHOW MOUNTED IN ITALY FROM THREE AGENTS (PER EVENT).

4. THE IMC WILL NOTE THAT ASSIGNMENTS OF RESPONSIBILITY
FOR EVENTS OUTSIDE ITALY HAVE BEEN MADE WITH WORKLOAD
CONSIDERATIONS IN MIND, WHEN SUCH CONSIDERATIONS ARE
PARAMOUNT. VANCE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE123971
Document Source: CORE
Document Unique ID: 00
Drafter: OIM/228/JLPRIAMOU/BJP
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780206-0985
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780553/aaaabtbw.tel
Line Count: 77
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 19443e9c-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: 78 MILAN 272
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2676449
Secure: OPEN
Status: NATIVE
Subject: FY 1980 PROMOTION EVENT SCHEDULE
TAGS: BEXP, IT
To: MILAN
Type: TE
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Review Markings:
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